

written testimony from
Theresa Nallamothu

AS YOU CAN SEE THIS IS AN AMAZING TOOL
CREATING A FABULOUS QUILT, WOVEN
TOGETHER BY THE FABRIC OF EACH
COMMUNITY.

LET US HELP YOU CREATE JOBS, CREATE
WEALTH, CREATE EXCITEMENT, CREATE
TECHNOLOGY, CREATE A PLACE WHERE
EVERYONE WANTS TO LIVE AND RAISE THEIR
CHILDREN!

WE THANK ALL OF YOU FOR LETTING US SHOW
YOU MICHIGAN IN A WHOLE NEW LIGHT TODAY
AND WE LOOK FORWARD TO SPEAKING WITH
YOU AGAIN IN THE VERY NEAR FUTURE.

Michigan On-Demand, Inc. (MOD)
MichiganOnDemand.com

Executive Summary

This newly created on-line program offers small communities the opportunity to "own" and operate their own television channel. This channel will be offered to such entities as schools, towns, churches, hospitals and newspapers, and all Public, Education & Government (PEG) entities. From this starting point, the channel has evolved into community communication platforms which revolve around using videos, pictures, music, local TV shows, community religious programs, community daily news programming, school programming (including sports, talent shows, etc), community government programs, hometown shopping, and advertising. The advertising section will help support local schools, churches, newspapers, and businesses.

This project will create many new jobs in each city, town, and village as programmers, advertising salesmen, IT support, film editing, studio application, etc. will be needed. The growth potential in Michigan small towns can be exponential with the right support.

Objectives

Help Michigan local communities to come together and support each other in an efficient way.

Mission

To grow and enrich our local community-broadcasting network by access to quality local content, revenue opportunities, and entertainment. MichiganOnDemand.com will provide this quality content while providing value at the lowest price and greatest return to local community members.

Keys to Success

We have targeted the small Newspapers, local Churches, Schools, hospitals, community education and government access channels, and Towns for several reasons:

- Each of the vertices have similar focus on local community enrichment.
- They each have a high visibility factor and each brings an inherent loyalty base of members.
- They have internet-based information in general, yet lacks quality control and return appeal.
- Our technology allows for these vertices to operate and maintain, locally, their content without large up front investments or technical skills.

MOD has a single product offering that provides a multitude of revenue and content services. Our hosted software provides community organizers the ability to create and brand their own local broadcasting network. Our unique software allows MOD to provide a rich site that allows non-technical and technical site operators the tools to update and manage all aspects of their business, including:

- Web (automated) local video content
- Web (automated) local advertisement placement
- Local Classifieds (automated)
- Movies
- Local commercials
- Local daily News programming
- Local home shopping and Interviews with business owners
- Community programming and networking
- Nationally Syndicated Content

Market Analysis Summary

The overall market for customer communication products is immense. This business plan has identified over 350 small local Michigan Newspapers, countless Michigan local Churches, 971 private schools, 4,100 public schools, and 259 villages, 274 cities and towns, and 1,242 townships with governments and PEG's that have a potential need to maintain and/or win customers in Michigan alone. In reality, all Newspapers Churches, Schools, and Towns are in need of a product that will enable them to maintain positive relationships. MOD has the product necessary for this to happen; whether it is a local church sermon, a school broadcasting a sporting event, a newspaper reporter reporting live, or a Town posting videos for local business it is imperative for all types of organizations to remain on a personal level with their community.

The platform has been beta-tested already in 5 towns. Local newspapers, Public Education and Government (PEGs) channels, schools, churches and businesses are already on board and using the platform successfully. There is intense support from this new social networking generation. There are also excellent reviews and support as well as endorsements from the newspapers that are using this platform. We believe that this will be a great opportunity to increase the amount of jobs in the local community that participate in this project.

Overall, this platform will create jobs, improve local communication, support local community newspapers, businesses, schools and churches. This is already active and successful. Michigan can benefit greatly from this new project.

Officers and Advisors

Jill A. Mitchell, Chief Executive Officer

Theresa A. Nallamothu, President

Mark N. Pardo, Chief Operating Officer

John Bolan, Chief Financial Officer

Shivajee V. Nallamothu, Chief Medical Officer

Craig A. Brand, Chief Legal Officer

Lindsey R. Luttinen, Chief Administrative Officer

Jill A. Mitchell
Chief Executive Officer (CEO)

A successful business professional with management experience from inception and creation of various companies. She has held the positions of Chief Executive Officer, Vice President, Partner and Director with responsibilities spanning from managing and hiring numerous employees, marketing, full control and oversight of millions of dollars that flowed through various accounts monthly as well as reviewing and producing monthly escrow reconciliation for the accounts.

She applied years of title insurance and real estate knowledge to help create one of the fastest growing title companies in Southwest Florida, **Attorneys Escrow & Title** with offices in Fort Myers and Naples. She assisted in all facets of day to day business operations, management, sales, marketing and accounting. She specializes in search engine marketing, analyze traffic/usage statistics for websites, launch and measure effectiveness of advertising campaigns, work with web developers, IT staff and other members of the marketing team to execute campaigns that improve traffic and conversion ratios. Graduated from Bloomfield Hills Andover High School and attended Grand Valley State College.

Key qualifications include:

- Joint Venture & Strategic Business Partnerships
- Visionary Leadership & Strategic Planning
- Technology Development
- Investor, Wall Street & Banking Relations

Recently she created a Talk Show and became a host / Interviewer. With her show she had an opportunity to make a real mark in her community. To speak and connect to the community in a way no other television station or publication ever has. She helped community business owners gain the opportunity that is normally left to larger metropolitan areas and help local businesses grow and strive in the global economy.

She brings out the business leaders in a new format and puts a fresh spin by helping businesses connect with their community in a new exciting way. This show concept was utilized in the creation of Michigan On Demand.

In 2010 she also partnered with the local papers and founded the Coffee Clubs for North Oakland County, Michigan. Which now meets every Wednesday in Ortonville, Thursday in Clarkston and Friday in Lake Orion and has been starting up in various cities across the U.S.. The Coffee Clubs now boasts over 700 members in the North Oakland County alone that have come to the Coffee Clubs in the past year and a half. She also organized their first successful Coffee Club Expo in 2011 She feels everyone benefits from networking.

Theresa Ann Bielenda-Nallamothu

President

Theresa Bielenda-Nallamothu was born and raised in the state of Michigan. She is married with 3 children. She attended Ladywood High School in Livonia, MI and graduated in 1986. She attended St. Mary's College in Orchard Lake, MI and graduated with a Business Administration degree in 1990. Theresa went on to attend Central Michigan University and received a Masters of Science in Administration degree with an emphasis on Health Care Administration and graduated in 1992.

Theresa has held many different positions in the health care arena. During her years at the University of Michigan Health System she successfully chaired yearly nursing conferences which tasks included booking and coordinating event spacing, creating brochures, acquiring vendors and processing registrations. She was also a vital part of opening a new internal medicine satellite physician office located in Ann Arbor, MI.

Theresa was there to help the entire start-up process of the Michigan Center for Orthopedic Surgery office. This position included leasing space, filing appropriate tax paperwork, hiring employees, purchasing medical and office equipment and supplies, accounting, coordinating the set up of a computer and telephone system, handling physician compliance with the state and federal governments, filling out applications for physicians to gain staff privileges at the local area hospitals, and acquiring physician billing numbers for insurance companies.

Theresa has chaired many large fundraising events, and has helped raise about $\frac{3}{4}$ of a million dollars over the last 5 years. These organizations include Lighthouse of Oakland County, Everest Collegiate High School and Academy, Michigan Fallen Heroes and Guardian Angels. She is also active in the political arena. She is a precinct delegate and has also hosted fundraisers for candidates at both the state and local levels of government. Duties for hosting these fundraisers include marketing the events, arranging event space with food and beverage, finding sponsors and processing registrations.

Theresa is on the Advisory Board for Everest Collegiate High School and Academy and received the Distinguished Service Award for 2011.

Mark N. Pardo
Chief Operating Officer (COO)

Has significant management experience from inception of a company to taking the company public. Experienced in operations, P&L management, cost reduction & profit optimization, negotiating large contracts, process and operational improvement, preparing and reviewing SEC filings such as 10K, 10Q, 8-K, 8-K/A, S-8, SB-2, REGDEX, 144 private placements. He has had success with mergers, stock options, proxies, raising capital, acquisitions, public relations, creating shareholder base, market makers, share float, communication management of your shareholder base, damage control and crisis control, management transition, dissemination of public disclosures.

He excels in marketing, product development, packaging, distribution, market research, press releases, live feeds, web casts, wire service distribution, product launches and press conferences. A strategic visionary with a clear sense of purpose and urgency when faced with diverse situational challenges during periods of both declining sales and rapid growth. Skilled at establishing operational excellence within culturally diverse environments, translating conceptual models into specific growth strategies, and planning/executing multi-faceted business development campaigns designed to improve market share, gross revenue and EBITDA.

Key qualifications include:

- Acquisitions, Divestitures & Mergers
- Joint Venture & Strategic Business Partnerships
- Reorganization & Turnaround Management
- Capital Investment Planning & Financial
- Visionary Leadership & Strategic Planning
- Technology Development
- Investor, Wall Street & Banking Relations
- Internet Specialist

Successful at building high-performance executive teams SEC Specialist for exploring an IPO, moving into a shell company.

**Shivajee Nallamothe, D.O., F.A.O.A.O.
Chief Medical Officer (CMO)**

Will hold the position of Chief Medical Officer or CMO – responsible for scientific and medical excellence of the company's research, development and medical oriented web video products.

Dr. Nallamothe graduated medical school from Michigan State University in 1994. He is an associate professor and is closely associated with training of students and residents from across the country. He resides in Clarkston, MI and is married with three children. His orthopedic practice is also located in Clarkston, MI and he is on staff at multiple area hospitals.

He started a successful comprehensive osteoporosis program called BreakFree that has markedly improved the performance of patient care at McLaren Oakland. He was also involved in the development of the Flexpro, a new knee range of motion machine that is being used in multiple settings across southeast Michigan.

He has also implemented the use of a new electronic medical record system as well as digital x-ray into his practice years before it was mainstream. He is on the Governing Board of the Clarkston Medical Building and Michigan Association of Physicians of Indian origin. He is a Fellow of the American Osteopathic Association of Orthopedics and is the team physician for Everest Collegiate High School. He is also a Detroit area Top Doc and has been the trainer of the year for Michigan State University's orthopedic residency.

**John Bolan BS, MEd, MBA, CDP, EA
Chief Financial Officer (CFO)**

John is an EA, enrolled to practice before the Internal Revenue Service. John specializes in international taxation and representing clients before the IRS. Additionally, he is licensed as a Certified Public Accountant in Pennsylvania. He has been practicing for 41 years, including 29 years in Florida. Along with John's expertise in tax accounting, he has had experience in a variety of businesses and can assist you in starting, purchasing, operating, selling or dissolving a business. He has been involved in financial management of large rental complexes, hotels, restaurants, private estates, and community associations.

He has served as an Army officer in Vietnam where he was awarded the Bronze Star, worked for the Navy as a mathematician and for the FDIC closing banks. He was CFO and board member of Spiderboy International, a public company. John is a sports fan, follows the professional women's tennis tour and writes articles for the Women's Tennis Blog

Craig A. Brand, Esq.
Chief Legal Officer (CLO)

Craig is the Senior Partner in the law firm The Brand Law Firm, P.A. Craig graduated from The University of Miami School of Law, 1990.

In the Millennium Year (2000), Craig A. Brand was Awarded as "The Best Health Care Lawyer", by the Medical Federation. Authored and Co-Authored numerous publications relating to Health Care Law, business and investment law, protecting against false accusations, safe investments, and White Collar Crime.

He became the Legal Eagle Publisher for several periodicals and publications. Legal counsel and trial lawyer for Larkin Community Hospital and its ancillary units, Miami, Florida. Founded and Created (2) National Health Care Insurance Policies protecting all Part A & B medical providers in the event of a Medicare or Medicaid Audit and Overpayment Determination. Key Note Speaker in numerous national forums regarding issues of White Collar Crime, Health Care Fraud, Pharmaceutical Fraud, and Money Laundering. Member of Florida Trial Association. Licensed in both State and Federal Court.

Lindsey R. Luttinen, MBA, CPA
Chief Administrative Officer (CAO)

His primary role is to provide forecasting, budgeting and reporting and strategic direction to the senior management team. He oversees all day to day accounting and finance functions and has overall responsibility for the analysis and interpretation of data relevant to a company's activities.

He has over 25 years of experience as an experienced financial and management executive, including leadership positions in management, finance, sales/marketing, commercial lending and accounting/auditing. His specialties include profitably managing and growing companies, business units and divisions through successful top line revenue growth and reducing costs through operational efficiencies. His proven skills include strategizing, interpreting, negotiating and executing complex business contracts and effectively communicating through all levels of organizations. He is a certified public accountant (CPA).

He has held positions as Chief Financial Officer, Treasurer, Vice President of Business Development, National Account Manager, Regional Controller and Senior Auditor in a variety of businesses and companies. He has a particular strength of experience in financial and environmental services with over 15 years at Ally Financial (formerly known as General Motors Acceptance Corporation), 5 years with Waste Management and 5 years with PriceWaterhouseCoopers.

Education includes a MBA from the Executive MBA program at Michigan State University's Broad School of Management and a Bachelor of Science in Business Administration degree (Accounting major) from Wayne State University.